Beat: Entertainment

BELL MEDIA TEAMS UP WITH WALT DISNEY STUDIO CANADA

LUCASFILM S STAR WARS-THE FORCE AWAKENS

PARIS - TORONTO, 21.12.2015, 12:29 Time

USPA NEWS - Bell Media has launched a multi-faceted collaboration with Walt Disney Studios Canada for Lucasfilm's Star Wars: The Force Awakens to deliver a massive, targeted, promotional campaign to support the premiere of the new feature film....

Bell Media has launched a multi-faceted collaboration with Walt Disney Studios Canada for Lucasfilm's Star Wars: The Force Awakens to deliver a massive, targeted, promotional campaign to support the premiere of the new feature film.

Launched November 9 and continuing through to the film's worldwide theatrical release on December 18, the campaign was running across Bell Media's conventional and specialty television properties and radio platforms and also featuring ultimate fan experiences, exclusive interviews, and dedicated entertainment coverage surrounding the release of the highly anticipated film event.

Disney's collaboration with Bell Media complements an extensive new national Bell marketing campaign that creatively pairs Star Wars: The Force Awakens with Bell Mobility and Bell Residential Services advertising across TV, print, social media, out-of-home, and retail store platforms. Running until January, the campaign features Star Wars characters, starships and space imagery that will resonate with fans of all ages.

The campaign features Star Wars-focused content created specially by Bell Media's In-House Production team as Bell Media counts down to the film's premiere. Included are exclusive interviews on ETALK and INNERSPACE. Other specially created and curated programming has aired across many of Bell Media's flagship properties including THE SOCIAL, THE MARILYN DENIS SHOW, DAILY PLANET, and Much Digital Studios.

Source : Bell Media

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Article online:
https://www.uspa24.com/bericht-6823/bell-media-teams-up-with-walt-disney-studio-canada.html

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Official Federal Reg. No. 7442619